

Unit 3 - Using Social Media in Business

How Businesses Develop their Social Media Audience



Posting Engaging Content



<https://www.facebook.com/mixtiles/videos/4192782214089913>

Or review Mixtiles Facebook page – top video

Mixtiles

Mum and teenage son dancing together

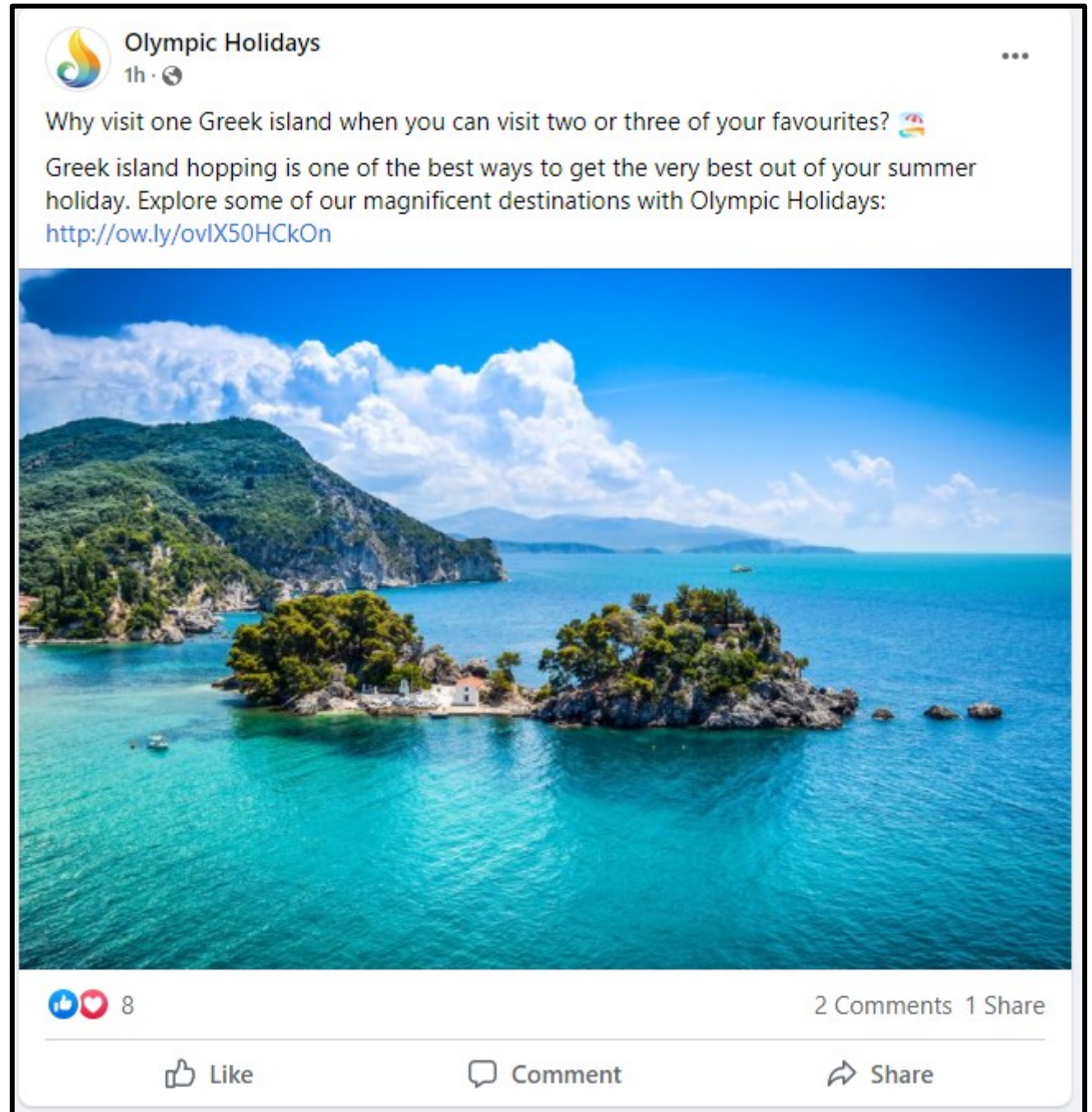
Might appeal to Mum's who are probably a prime audience for Mixtiles

“Priceless Moment”



Posting Engaging Content

High quality images and text

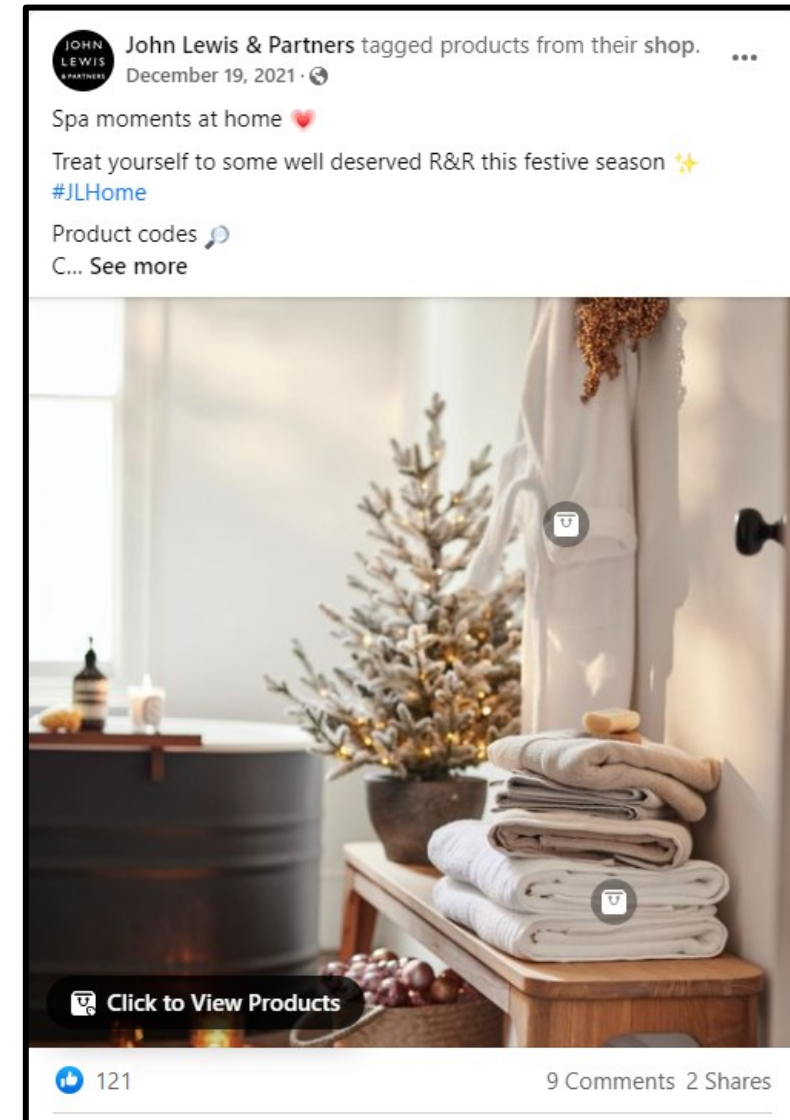
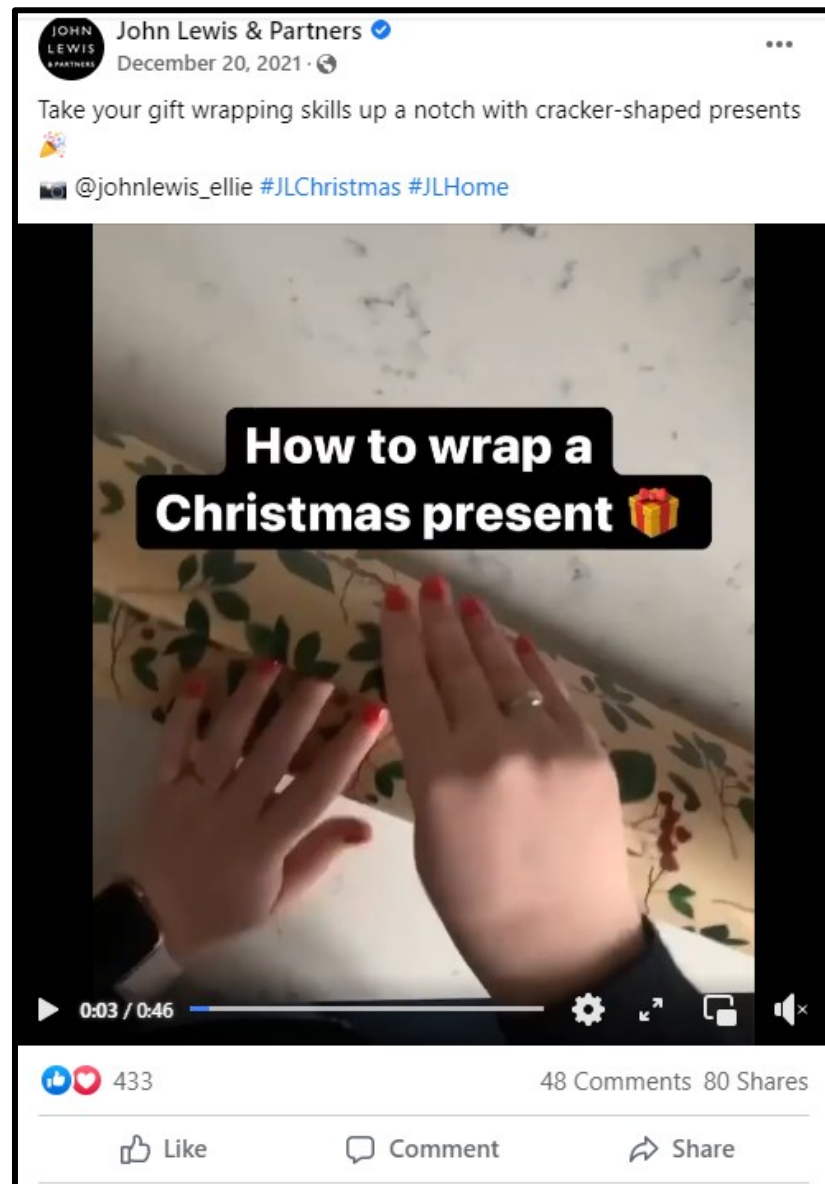


Posting Engaging Content

Analysing what content appeals based on likes shares and comments

Comparison of two John Lewis posts one day apart

The video is 'indirect' advertising - not promoting any product in particular



Posting Engaging Content

Different audiences are engaged by different things!



Join Groups

Some allow advertising if you are a member. This one allows it on a Thursday only.

If a business puts a post on here advertising a product it could reach 16.2K members – many of whom may share it if the content is engaging (which means their friends see it too).

Really good for small local businesses.

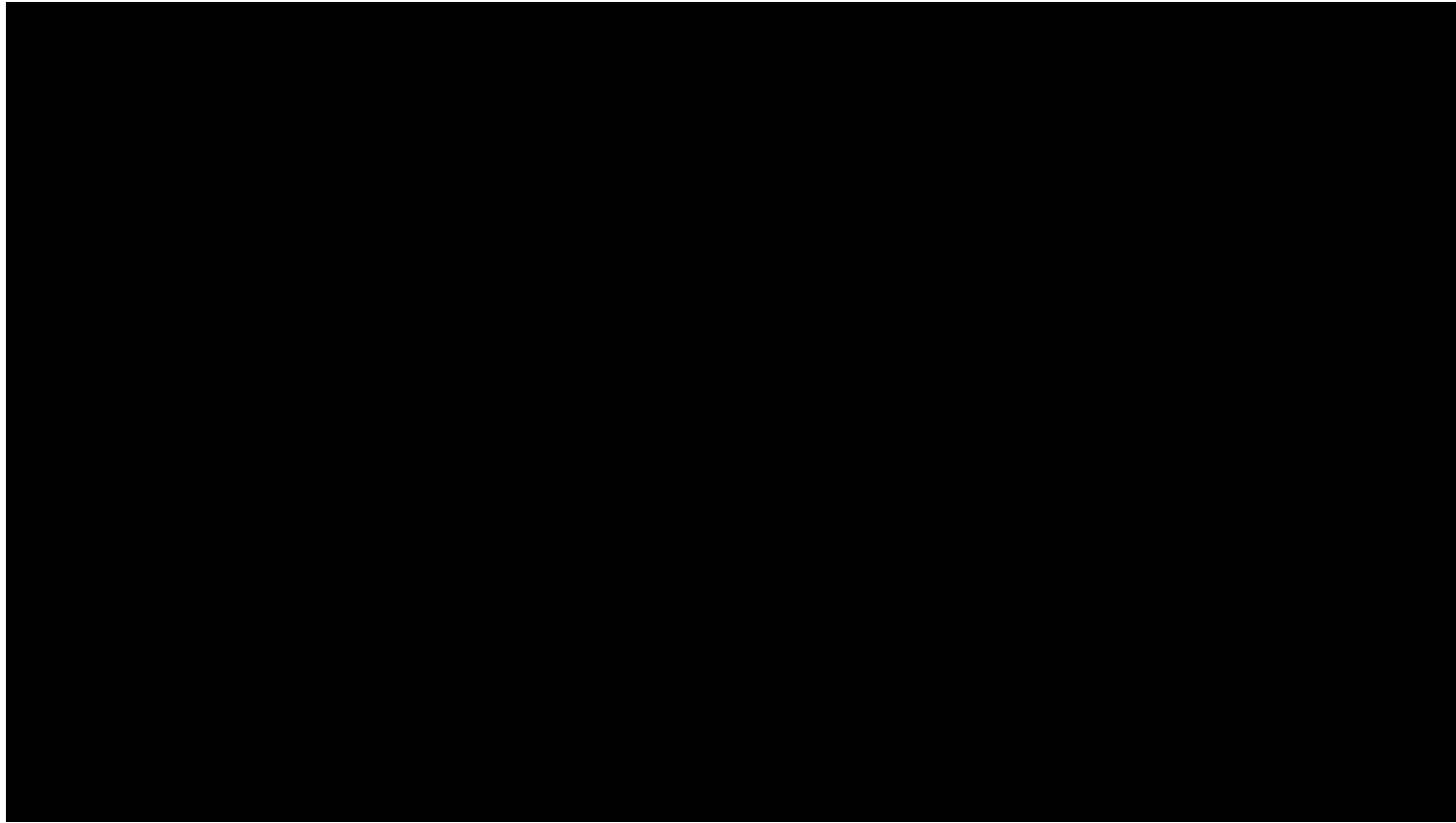
Review whether the social media site you are analysing has groups



Search Engine Optimisation (SEO)

- Search engine optimisation is an attempt to improve the ranking of the website in unpaid search results – in otherwise get the website to appear near the top of the list when the user search's using key words
- So if a customer searches for a particular product or service – a company will pay to appear high up on the list so that the customer chooses them for that product or service.
- Customers are unlikely to click on a business that does not appear on the first page of search results
- All businesses want to improve their search engine rankings
- Using Google+ social media account is likely to help improve a business's search engine ranking
- SEO is a huge topic that large companies spend a lot of time and effort on
- SEO can be achieved by using relevant keywords in the web address and web page titles, encourage others to link the business website, be mobile friendly, ensure proper grammar and spelling

Search Engine Optimisation (SEO)



Keyword Strategy

- The choice of keywords is an important concept – for the company website and the content they post on social media
- Most people use a search engine such as Google when looking for something online
- Companies work hard to make sure their website or social media pages appear high up on the list in Google when a potential customer searches
- Keywords refer to the likely search text that a customer may type in
- To have a good online presence you need to make sure that these keywords appear in social media posts and the business profile as it will increase the likelihood of appearing high up in search results.
- It is important to conduct keyword research and have a clear strategy around use of keywords

Keyword Strategy

What Is Keyword Research?

Keyword research is the process of finding and analysing search terms that people enter into search engines with the goal of using that data for search engine optimisation (SEO)

Keyword research can uncover the popularity of certain search terms

By researching keywords that are getting a high volume of searches per month, you can identify and sort your content into topics that you want to create content on and ensure you use the popular keywords in that topic.

Keyword Strategy



Keyword Strategy



[Free Keyword Tool | WordStream](#)

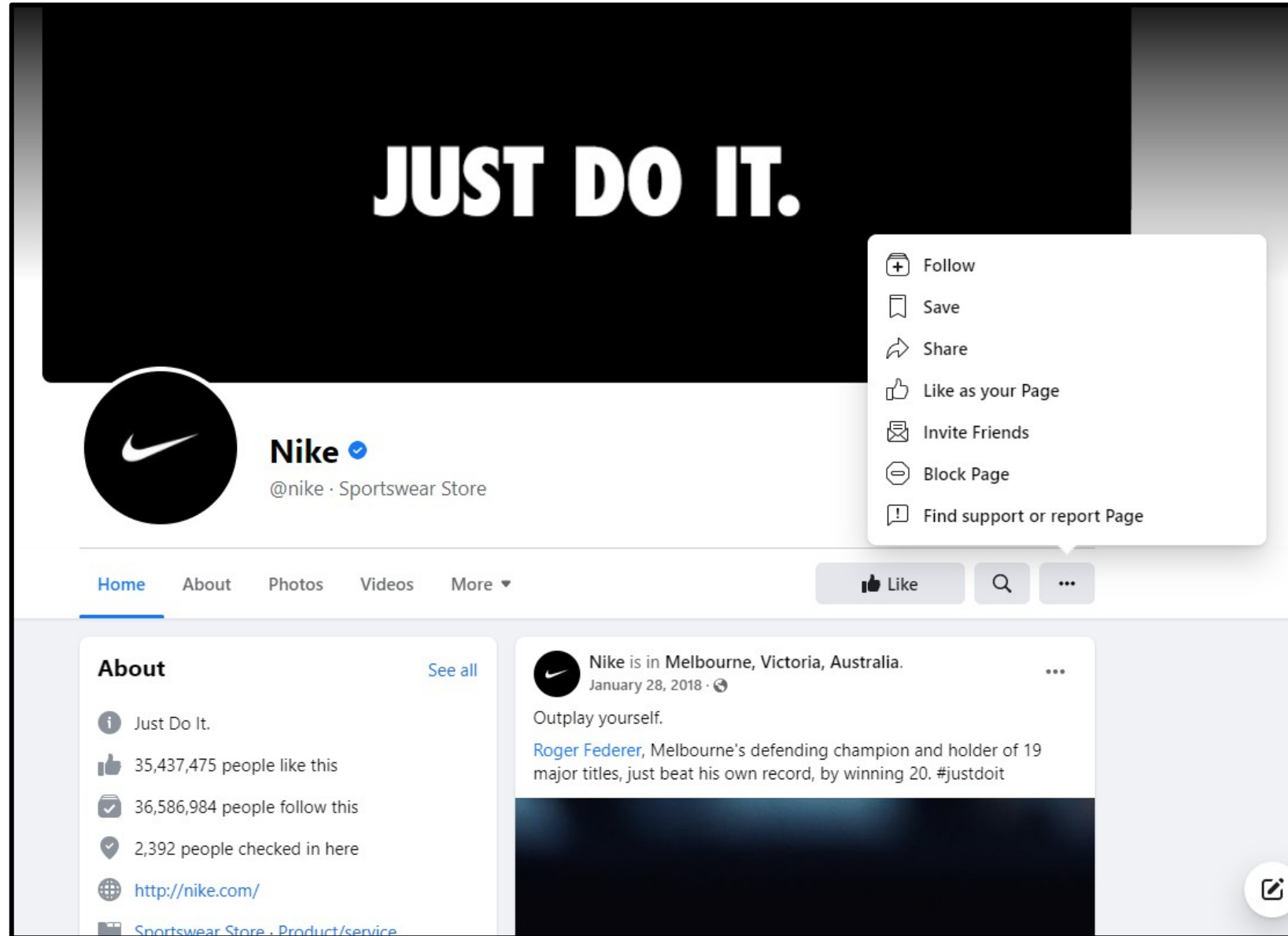
London Taxi Tours, London sightseeing tours		United Kingdom	English
Broaden your search: + london tour + london water tour + london excursion			
Exclude adult ideas ADD FILTER 119 keyword ideas available			
<input type="checkbox"/> Keyword	Avg. monthly searches	Competiti ↓	Ad impres
Keyword ideas			
<input type="checkbox"/> open top london bus	10 – 100	High	
<input type="checkbox"/> original bus london	10 – 100	High	
<input type="checkbox"/> open top london bus tour	10 – 100	High	
<input type="checkbox"/> red bus tours london	100 – 1K	Medium	
<input type="checkbox"/> hop on hop off cruise london	10 – 100	Medium	
<input type="checkbox"/> tourist bus london	1K – 10K	Medium	
<input type="checkbox"/> city tour london bus	10 – 100	Medium	
<input type="checkbox"/> london tourist guide	100 – 1K	Medium	
<input type="checkbox"/> 3 day hop on hop off london	10 – 100	Medium	
<input type="checkbox"/> london sightseeing packages	10 – 100	Medium	
<input type="checkbox"/> london tourist package	100 – 1K	Low	
<input type="checkbox"/> tourist bus london price	100 – 1K	Low	

Question:

Note that the **‘open top London bus’** search term is high

How might you get that search term into the London Taxi Tour social media campaign?

Followers, Likes, Shares and Comments



Followers, Likes, Shares and Comments

The image is a screenshot of the Next Facebook page. On the left is a navigation menu with links to Home, About, Photos, Videos, and Info and Ads. The main content area features a post from Next, dated February 21 at 8:00 PM, with the text "Bringing the outdoors in has never been easier with our NEW Lloyd shelves" and a link to "Lloyd Shelves £575 ow.ly/oYAP30nl3za". The post includes a photo of a modern interior with a tall wooden shelving unit. Above the post, a red box highlights the interaction buttons: Like, Follow, Share, and a menu icon. To the right of the post, another red box highlights the "Community" section, which shows "2,476,607 people like this". Below the community section is an "About" section with details about response time, website, and company. At the bottom right, a small pop-up window shows a summary of likes and a response time.

next

Like Follow Share ...

Shop Now Send Message

next Next February 21 at 8:00 PM ⚙️

Bringing the outdoors in has never been easier with our NEW Lloyd shelves 🌿

Lloyd Shelves £575 ow.ly/oYAP30nl3za

Community See All

2,476,607 people like this

About See All

Typically replies within a few hours
Send Message

www.next.co.uk

Company

English (US) · Polski · Español · Português (Brasil) · Français (France) +

Information about Page Insights Data
Privacy · Terms · Advertising · Ad Choices · Cookies · More

Facebook © 2019

next Next

2.4M people like this including Wendy Duncan and 3 friends
Company

Typically replies within a few hours

Links to other businesses

Reciprocal links – businesses agree to provide links to each other's websites on their social media pages 'I link to you and you link to me' maybe on a special page headed 'our partners'.

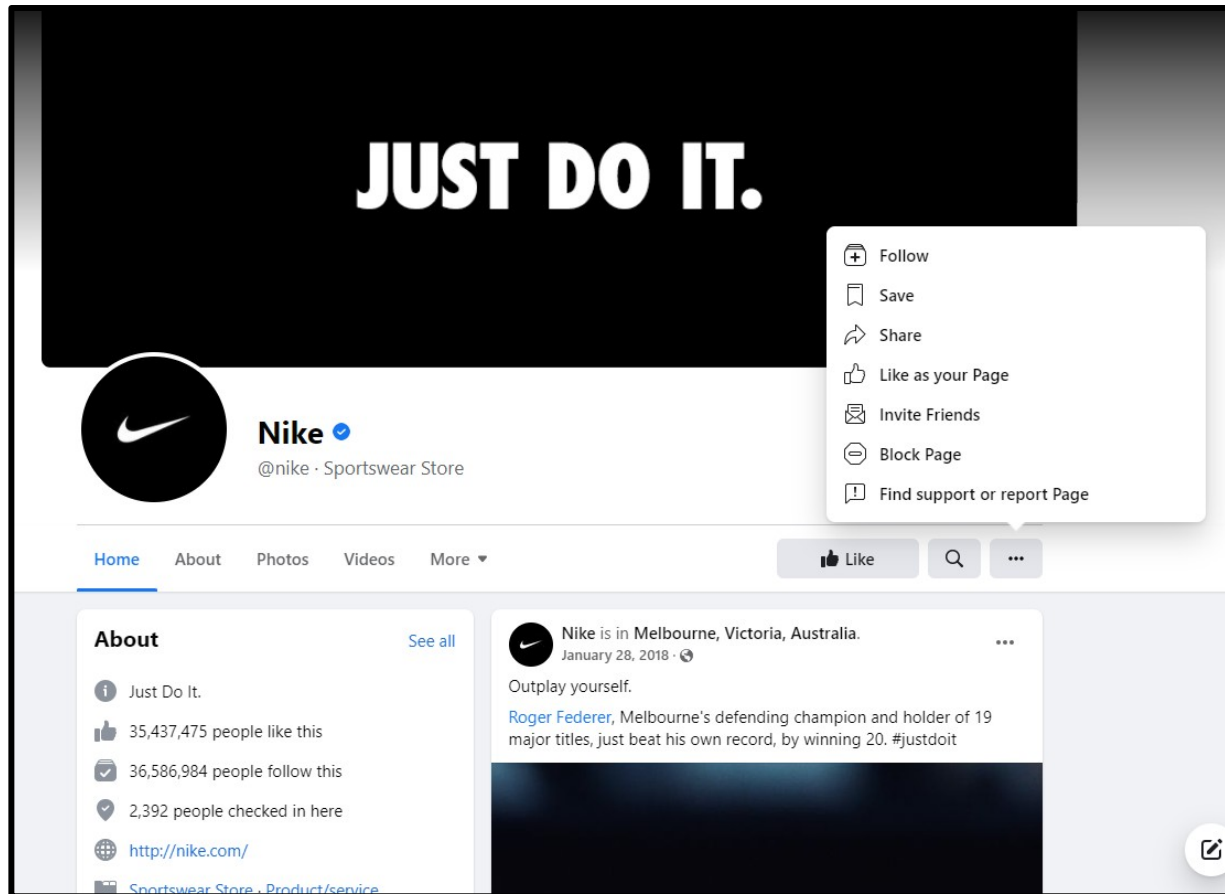
Why? Because search engines use the number of instances of a link to your website from another source as an indicator to boost rankings – push you to the top of the page on a given search.

Search engines though, altered their metric for calculating rankings when they realised that these links were being used to boost rankings, rather than an honest recommendation for that website. Reciprocal links are therefore of less value now.

This is a really good topic to show your evaluative skills. Should you? Shouldn't you? Read this article and give the pros and cons.

[Should You Exchange Links With Other Businesses? - SEO Expert UK](#)

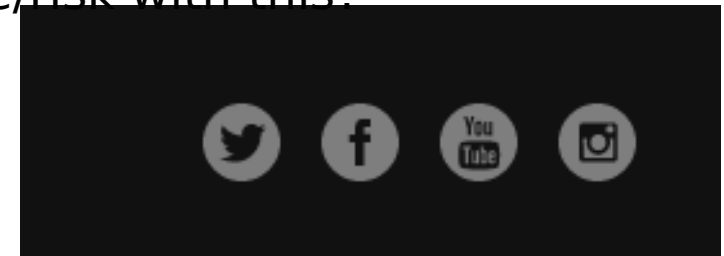
Company website links



Nike Facebook page and website – link to each other.

Individual posts should also have a weblink to go straight to the website in order to purchase.

Interesting point: Review the Nike Facebook page – it hasn't been updated since 2018 but the link from the website is still live. What is the issue/risk with this?



Analysing Usage Data

- Audience profile is an important concept – it describes the nature of people who have registered profiles with the social media site (age, gender, geographical location)
- Different social media sites have different types of audience profile – and this may change over time
- Business can use analytic tools to analyse the typical audience profile visiting their social media sites (tools provided by the social media platform)
- Analytic tools can also show businesses the effectiveness of individual posts – e.g. the amount of interaction (likes, comments, shares) – invaluable for marketing.
- It is difficult to get this type of analytical information from other media – TV, radio, newspaper, magazine adverts
- Allows businesses to really understand their target audience

Analysing Usage Data



Google Analytics



Twitter Analytics

